

Quote

THE WEEKLY DIGEST

Volume 18—Number 11

September 11-17, 1949



THE EXTENDED NECK

The British economic crisis, which has resulted in current monetary conferences, is packed with paradoxes; muddled and muddled by political considerations.

It is popular to blame policies of Labor Gov't for plight, but that is only a contributing factor. (Parenthetically, there is at least food for reflection in ERNEST BEVIN's observation that Washington is "as Socialistic as London.")

Britain has been "a crime against economics" for a generation. Her industrialists yet live in Victorian era when fat profits could be gleaned from active needs of growing colonies. Now, her resources drained, her war-pocked plants obsolete, her currency pridefully pegged at an artificially high level, she verges on bankruptcy.

In this emergency U S must ride a white horse—or hoist a white flag. For both obvious and covert reasons, we cannot let Britain go down. And so we'll ride to the rescue. Some quick relief will be given, but long-range rehabilitation is essential also.

Over-simplified, issue is this: Britain must sell more to us if she is to buy more from us. We want her orders, but not her wares, in competition with our own. We must decide soon whether to lower the tariff walls and let Britain in, or mine the tax-payer's pocket for the add'l dollars necessary to keep Union Jack afloat.

MAY WE *Quote* YOU ON THAT?

WALTER REUTHER, leader of CIO-United Auto Workers: "We have neither prosperity or depression in America nor peace or war in the world." 1-Q

" "

W STUART SYMINGTON, Air Sec'y: "We can hope, but no one can promise that if war comes the impact of our bombing offensive with atomic weapons can bring it about that no surface forces ever have to be engaged." 2-Q

" "

GEOFFREY CROWTHER, editor of British *Economist*: "We have slipped in the last generation in England into believing that the world not merely owes us a living, but that the world will meet its obligations and provide us with a living." 3-Q

" "

Brig Gen FRANK L HOWLEY, former U S commandant in Berlin: "The prevailing wind in Berlin is from the East, and it is always hot air." 4-Q

" "

Dr E L HENDERSON, Pres-elect of AMA: "The American Medical Ass'n is against compulsory nat'l health ins because, after all the quibbling is done, it is socialized medicine." 5-Q

" "

Rude Pravo, Communist organ, announcing banning of marriage adv's from Czechoslovakian newspapers: "They make marriage into a capitalistic business transaction." 6-Q

" "

Gen DWIGHT D EISENHOWER, pres, of Columbia Univ: "We haven't won the cold war by a long way. But I think we will on the day

that 140 million Americans realize there is a struggle on for the minds of men today. And we will win by remaining true to the principles of freedom, economic, political and all the others." 7-Q

" "

JULIUS A KRUIG, Sec'y of Interior: "The greatest problem facing the world today is that of raising the standard of living of the people, not just maintaining it." 8-Q

" "

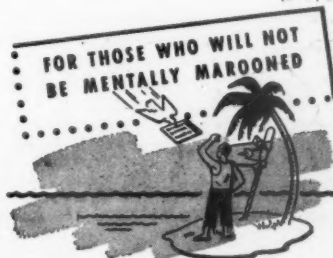
Rep CLIFFORD DAVIS, of Tenn, in recent radio address: "If there ever was a time in the history of our country for sound thinking, it is today. I wish I knew where we were headed." 9-Q

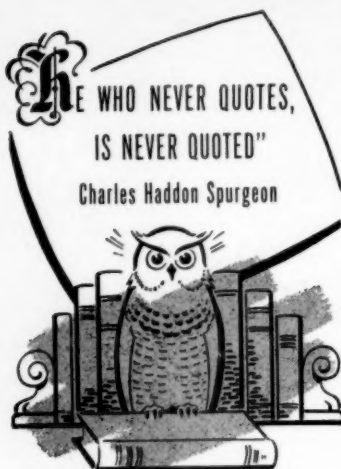
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Rev PATRICK J MASTERSON, exec sec'y, Roman Catholic Legion of Decency: "This yr's motion pictures are more immoral than at any time in the legion's history." 10-Q

" "

London (England) *Times*, commenting on proposal to equip Canadian postmen with ready-tied bow ties: "Another short step and the Northwest Mounted Police will be wearing dickies!" 11-Q





AGRICULTURE—1

A century ago, 85 American farmers—with their “mules and double shovels”—were needed to supply enough food for 15 persons, in addition to themselves. Today, with modern implements, the situation is reversed; 15 farmers are able to provide enough food, oils and fibre for 85 others besides themselves.—*Hoosier Farmer*.

BEHAVIOR—2

Maybe there's a moral in this. Trees which are most generous with their sweetness in the spring, such as sugar maples, are the most beautiful when autumn overtakes them.—*Better Homes & Gardens*.

CIVILIZATION—3

Porter Timeche, Hopi Indian rug salesman who usually operates at the Grand Canyon, took up his new stand at the Ry Fair and surveyed the Chicago skyline: “Now I know why there are wars,” he observed. “The world is too crowded. Rooms filled with people are stacked one on top of the other, and friends are friends only on the tips of the lips.”—*Detroit Free Press*.

COMMUNISM—4

One of the nice things about being a communist is that you can lie as a matter of duty.—*Changing Times*.

COURAGE—5

Some mo's ago Alexei Cepicka, Czechoslovak minister of justice, visited Archbishop Josef Beran.

The communist official told the Archbishop: “You'd better support our front, or else . . .”

The little prelate smiled, walked over to the closet and opened the door. He picked up some rags and said: “Here's my uniform from Dauchau. Let's go.”

The chagrined minister walked out of the office abruptly.—ANTHONY J JANDACEK, *New World*.

DRINK—Drinking—6

Joe Dimaggio, who doesn't drink, sat listening to tales about old ball players who used to drink. They told of the night when Derringer hoisted several drinks, boasted that he'd allow no runs the next day—and kept his promise. Another told of Paul Waner's hitting prowess, despite his drinking . . .

“This is like listening to horse-bettors,” said Hank Greenberg. “You only hear about the winners.”—LEONARD LYONS, *McNaught Syndicate*.

ECONOMY—7

To make what you make you have to spend what you make to make what you make; and consequently whatever you make you are making no more than you used to make when you were not making as much as you now make.—*Enos Mag*, hm, Enos Coal Mining Company.

EDUCATION—8

Like the builder of a house, the educator who builds personality and character is limited by his mat'l. It would be handy and cheap if a pine 2x4 would hold up the roof of a bldg a block long and wide, but wood is just not made

that way. In the same way, heredity limits what education can do. Whether we build a good citizen or a 1st class hypocrite, we have to start with what heredity offers.—ROLFE L HUNT, “The Hypothetical Hypocrite,” *Nat'l Parent-Teacher*, 6-'49.

EGO—9

It is surprising how little a man can be satisfied with in himself.—*Banking*.

EROSION—10

A good example of erosion is a 9-yr-old boy washing his hands.—MRS GORDON JOHNSON, *Successful Farming*.

ETIQUETTE—11

Beneath its myriad rules the fundamental purpose of etiquette is to make the world a more pleasant place to live in, and ourselves more pleasant to live with.—EMILY POST, *Etiquette*. (Funk & Wagnall)

FAILURE—12

Don't worry when you stumble. Remember, a worm is about the only thing that can't fall down.—*Pulse*.

GIFTS—Giving—13

Both wealthy persons and the gen'l public are contributing heavily for philanthropic purposes, according to a recent study by the John Price Jones Co, Inc.

Between July 1, '48 and June 30, '49, 87 gifts of at least \$500 thousand each were made. Between Jan 1 and June 30 of this yr, 178 fund-raising campaigns collected a total of \$361,597,538. Of the large individual gifts, 37 were bequests, 25 given by living persons, 24 foundation grants, and 1 was made by a corp'n. Largest proportion of gifts went to educational inst's, followed by health causes and fine arts inst's.

In the gen'l fund-raising campaigns, the largest totals were raised for organized social work, health organizations, and for'n relief.—*Christian Science Monitor*.

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HABIT—14

Habit is the whip which makes the man of today obey the boy of yesterday.—JOHN ANDREW HOLMES, *Telescope-Message*.

They say . . .

A group of Japanese radio men are now in U S studying our "give-away" techniques. *Wall St Jnl* suggests they visit Washington and learn from experts . . . Newspapers are suffering marked decline in classified ads. Fewer "help-wanted" notices these days. "People out of work don't advertise for jobs," says a classified exec, "they draw unemployment compensation." . . . There's talk of making count of television-set owners in '50 census. May prove a bit confusing in light of *Ladies' Home Jnl* item which states you can now buy dummy TV aerial for \$2 and fool those stuck-up neighbors . . . CLARENCE SAUNDERS, closing his *Keedoozie* grocery—a modernistic affair operated with keys and conveyor belts—declares it is just "too much for the average mind to comprehend" . . . Which brings up a report from one of our scouts to the effect that the Extension Division of a mid-western univ now offers a course in Disorganization. And high time, too, if you ask us!

HAPPINESS—15

Happiness is the perfume you cannot pour on others without getting a few drops on yourself.—Trimble (Ky) *Democrat*.

HUMAN NATURE—16

To his sorrow man achieved the control of the forces of nature before he achieved much control over the forces of human nature.—F ALEXANDER MAGOUN, *Blazes*, hm, American-LaFrance-Foamite Co.

IMMIGRATION—17

Natural right rather than human pity obliges states to give men the opportunity of immigrating because the Creator of all has ordered all the goods of the world to the service of all mankind.

It is for this reason that the sovereign dominion of every state cannot be justified, when certain regions of the earth can nourish a greater multitude, in refusing en-

try to for'gners without just and reasonable cause.—POPE PIUS XII, in a letter to Archbishop JOHN McNICHOLAS, of Cincinnati, Ohio.

KINDNESS—18

Kindness is the inability to remain at ease in the presence of another person who is ill at ease, the inability to remain comfortable in the presence of another who is uncomfortable, the inability to have peace of mind when one's neighbor is troubled.—RABBI SAM'L H GOLDENSON, *Houston Times*.

KNOWLEDGE—Understanding—19

To know a little and to understand a little more; that, it seems to me, is our greatest need.—JAS RAMSEY ULLMAN, *Democracy in Action*.

LABOR—20

The wheel of fortune is greased with labor.—MARCELENE COX, *Ladies' Home Jnl*.

LANGUAGE—21

English is not easy for people whose languages are logical and mean exactly what they say. A Frenchman came to England for the 1st time. In the train between Dover and London he kept leaning out of the window to see the landscape. Just before the train was to reach a tunnel he showed signs of leaning out again. An Englishman in the same compartment, aware of the danger, shouted to him, "Look out!" The Frenchman took the advice literally.—SIR HUGH KNATCHBULL-HUGESSON, *Diplomat in Peace & War*. (Murray, London)

LIBERTY—vs Power—22

The love of liberty is the love of others. The love of power is the love of ourselves.—WM HAZLITT.*

LUCK—23

Good luck is a butterfly. If you pursue it, it remains outside of your reach. But if you remain tranquil, it may be that it will come to rest right under your nose.—Spanish proverb quoted in *La Femme et la Vie*, Paris. (Quote translation)

MAN—Creative—24

The creative spirit of man cannot successfully be localized or nationalized.—RAYMOND B FOSDICK, former pres of the Rockefeller Foundation.

MANAGEMENT—25

It is important for mgt to be able to *listen* as well as to *talk* to employees.—JAY L OTIS & WM C TRUHART, "Good Communication Promotes Teamwork," *Personnel Jnl*, 8-'49.

MATURITY—26

A person remains immature, whatever his age, as long as he thinks of himself as an exception to the human race.—H A OVERSTREET, *Mature Mind*. (Norton)



Visitors to Washington are invariably thrilled by their 1st view of the nation's Capitol, with its awe-inspiring dome (a feature incorporated in a number of subsequently-constructed State capitols.) It is interesting to note that this basic design is not the work of a renowned architect. The initial sketch was submitted in competition by an amateur draftsman, Dr WM THORNTON,* who won a prize of \$500 and a bldg lot in Washington City. The original structure, burned by the British in 1814, was rebuilt in 1818, enlarged in 1851.

The cornerstone of the Capitol was laid 156 yrs ago this mo (Sept 18, 1793) by Pres GEO WASHINGTON, with impressive Masonic ceremonies. At that time the District of Columbia, a site personally selected and surveyed by the Pres, was a "howling malarious wilderness," its marshes and frog ponds a subject of frequent jest. No st's had been laid out. When the procession, marching to the bldg site, reached a brook at the foot of Capitol Hill, paraders were obliged to break ranks and cross on a foot-log.

Seven yrs later, when 1st Washington Congress convened, there was "one good tavern" within 40 rods of the Capitol, and a "tolerable" boarding-house nearby. GOV VERNEUR MORRIS, in a spirit of irony, wrote: "We want nothing here but houses . . . well-informed men, amiable women and other trifles to make our city perfect."



"Not books, but light . . ."

WM H MCGUFFEY,* American educator, was born 149 yrs ago this mo. While a prof at Miami Univ, MCGUFFEY compiled new improved readers for local elementary schools. His works for lower grades always contained a moral, and extracts from the best English writers appeared in advanced readers. Millions of Americans formed their literary taste on these books.

In a radio talk on the Ford Sunday Evening Hr on March 17, '35, W J CAMERON paid stirring tribute to the noted educator:

Wm Holmes McGuffey was a schoolmaster. His schoolroom was the length and breadth of the U S; his scholars were 3 generations of Americans. Thru the medium of 6 humble school readers he was able to revolutionize education and formulate a nat'l standard of character on which the new America molded itself for 50 yrs. These books head the list of American best sellers. Except the Bible and the dictionary no books have ever sold so many millions of copies . . .

McGuffey was the first to dispel the gloom of school books by giving play in them to humor and irony. Earlier elementary education in this country reeked dolefully of the graveyard . . . Truthfulness, industry, consideration for the weak, kindness, respect of conscience—this was the tonic iron he distilled for the soul of young America.

He made principles live in such characters as the hare and the tortoise, and Meddlesome Mattie, and in such sayings as "Try, try again" and "No excellency without great labor." It was not books he taught, but life; not words, but qualities.

MODERN AGE—27

The 20th century man is miserable in the midst of the miracles he has wrought. He is oppressed by his own accomplishments and in fear of his own inventions.—ERIC JOHNSTON, pres, Motion Picture Ass'n of America, "A Bill of Duties for Free Men," *Kiwanis Mag*, 8-'49.

NATURAL RESOURCES—28

Until we rear a generation of Americans that understands what our natural resources consist of, appreciates their importance to our prosperity, health, and happiness, and knows how to take care of them, the future of America cannot be considered secure.—*Outdoor Life*.

ORIGIN: "Fleur-de-lis"—29

The French King Louis VII* was particularly fond of the iris. He had 3 embroidered on his flag under a conventionalized shape. For this reason, the flower was called fleur-de-Loys (ancient spelling for Louis). Later on the word was changed into fleur-de-lys, and now it is fleur-de-lis, leading to confusion with the lily. The iris appeared on every coat of arms of the French kings, on the flags, the monuments, the nat'l documents; it was even used to brand a stigma upon the shoulder of a criminal condemned to hard labor. For centuries, in France, the fleur-de-lis was the symbol of monarchy.—LOUIS C LAMBERT, *Christian Science Monitor*.

PERSISTENCE—30

Nobody is trodden on unless he lies down first.—*Bendixlines*, hm, Bendix Aviation Corp'n.

PHILANTHROPY—31

A philanthropist is a wealthy guy whose conscience makes him try to give some of it back.—*Janitor's Apprentice*.

POLITENESS—32

Politeness is to human nature what warmth is to wax.—ARTHUR SCHOPENHAUER.*

POPULATION—33

In '50, officials estimate that the country will have about 43 million family units, an increase of about 8 million, or 22.8%, in 10 yrs. Population will exceed 150 million, a gain of more than 18 million persons.—*U S News & World Report*.

PROGRESS—34

There is but 1 good reason for knocking, and that is when, by vigorous hammering, you can open a door to better things.—*Vita-Rays*, hm, Vitaminerals, Inc.

POTENTIALITY—35

Faraday* never dreamed that his work on electricity and magnetism would lead to the dynamo and the age of electricity, and when asked what his crude apparatus demonstrating the principle of the dynamo was good for, he could only ask in ret'n: "What good is a baby?"—WM L LAURENCE, *Sat Review of Literature*.

POWER—36

Power intoxicates men. When a man is intoxicated by alcohol he can recover, but when intoxicated by power he seldom recovers.—JAS F BYRNES, former Sec'y of State.

RADIO—37

A doctor has discovered that radio is sometimes beneficial in cases of deafness. Deafness is also sometimes beneficial in cases of radio.—*London Opinion*.

RECREATION—38

Recreation is not a tangible, static thing, but a vital force influencing the lives of people. It is essential to happiness and satisfaction in living. Recreation is an attitude or spirit which finds expression in varied forms of activity and which brings a way of rich and joyful living to children and adults.—*Recreation*.

REVENGE—39

Revenge is sweet, except when the other fellow gets it.—*Banking*.

RUSSIA—UN—40

"The Iron Curtain of the Kremlin is installed even inside of the UN at Lake Success, factually as well as ideologically," declares newsmen and commentator Wythe Williams. The press area is divided into many cubicles allotted to the news agencies and large dailies. Typewriters and teletypes were clacking noisily. Scores of correspondents rushed in and out. All doors were open wide—except one. This was a wide portal tightly closed. Upon it was inscribed the name of the Tass News Bureau of Soviet Russia. In order to provide absolute security and prevent all

possibility of intrusion, this door was secured by an enormous padlock.—SALLY VAN BUREN, *United Israel Bulletin*.

SERMON—Application—41

After he had preached a sermon on "Recognition of Friends in Heaven," an English minister rec'd a note requesting a sermon on "Recognition of Friends on Earth." The note was from a mbr of his congregation who had been attending the church for 6 mo's and had not even been noticed.—*Watchman-Examiner*.

SOCIALISM—42

Socialism, in its growth and development, is an insidious thing which creeps upon us by giving us a little socialism at a time. If it were submitted to us in 1 program, we would be alarmed by its magnitude and far-reaching objectives and we would not give our approval; but, given to us in small doses, a little at a time, accompanied with promises of more and better things to come, especially when it is fashioned to appeal to one segment of society after another, socialism has a strong appeal to many individuals.—E G OREY, pres, First Nat'l Bank, Bluefield, W Va.

SPEECH—Speaking—43

Lowell Thomas, well-known radio news commentator, recently quoted his father's definition of a good public speaker: "Somebody who knows how to make more than 1 friend at a time."—*Western Recorder*.

SUCCESS—44

It's as old as Adam: the law of self-preservation. It's as old as Eve: the law of self-interest. Combine 'em and you win!—HAL STEBINS, *Sales Mgt*.

SUPERSTITIONS—45

A naturalist says that rabbits are preyed upon by more enemies and are subject to more deadly diseases than any other animal. Then where did anyone get the idea that a rabbit's foot brings luck?—*Springfield Republican*.

TELEVISION—46

Dr Geo Lawton, N Y psychologist, held a dim view about television: "It is going to set us back

terribly because it makes us passive. You can't be passive and stay young." — Solomon Huber's *Notebook*.

TEMPERANCE—47

The choicest pleasures of life lie within the ring of moderation.—M F TUPPER, *Forbes*.

TIME—Use—48

Most businessmen are so busy coping with immediate and piecemeal matters that there is a lamentable tendency to let the "long run" or future take care of itself. We often are so busy "putting out fires," that we find it difficult to do the planning that would prevent those fires from occurring. As a prominent educator has expressed it, Americans generally "spend so much time on things that are urgent that we have none left to spend on those that are important."—GUSTAV METZMAN, *Adv's Digest*.

TRUTH—49

On the day of battle truths stalk naked. Thereafter they put on their little dress uniforms.—Gen IAN HAMILTON, quoted in *Chicago Tribune Mag of Books*.

VALUES—50

Once, at a lecture in which the savant of the evening presented pretentious plans for the treatment of a scientific question instead of examining the problem itself, Freud* evidently grew pretty restive. Finally, he passed me a slip of paper on which he had scribbled: "Does reading menus fill your stomach?"—THEODOR REIK, *From 30 Yrs With Freud*. (Rinehart)

VIEWPOINT—51

The fellow who says he'll meet you half-way usually thinks he's standing on the dividing line.—O A BATTISTA, *Everybody's Wkly*.

VOICE OF AMERICA—52

Interrogation of large numbers of Red army deserters by Allied officials has yet to turn up one who ever heard a "Voice of America" program.—*Chicago Daily News*.

WORRY—53

Dr Austen Riggs called worry "a circle of inefficient thought whirling about a point of fear." The instant you pin down a fear it is less likely to terrify.

Dr Albert Einstein neatly summed up worry when asked if he ever worried about the future. "Why should I?" he ans'd calmly. "It gets here fast enough, anyway."—ALLEN CHURCHILL, "How to Relax," *Argosy*, 9-49.



September 18-24—Nat'l Dog Wk
24-25—Rosh Hashanah, Jewish New Yr

September 18
1180—d Louis VII, French ruler
1709—b Sam'l Johnson, English lexicographer
1793—"Cornerstone of Capitol laid in Washington, D C
1819—b Jean Foucault, French physicist, inventor of gyroscope
1830—d Wm Hazlitt, English author
1851—1st issue "N Y Times" appeared

September 19
1796—Washington delivered Farewell Address
1881—d Jas A Garfield, 20th U S Pres
1905—d Thos J Barnardo, English philanthropist
1802—b Lajos Kossuth, Hungarian statesman, patriot

September 20
1863—d Jacob Grimm, German philologist
1878—b Upton Sinclair, American author
1947—d Fiorello LaGuardia, American politician

September 21
BC 19—d Virgil, Roman poet
1452—b Girolamo Savonarola, Italian religious reformer
1645—b Louis Joliet, French explorer
1756—b John L McAdam, Scottish highway engineer, inventor "macadamized" roads
1784—"American Daily Advertiser," 1st daily paper in U S, appeared
1832—d Sir Walter Scott, Scottish poet, novelist
1860—d Arthur Schopenhauer, German philosopher
1866—b H G Wells, English author, historian

September 22
1694—b Earl of Chesterfield, English statesman, author
1776—d Nathan Hale, American soldier, patriot, spy
1791—b Michael Faraday, English scientist
1862—Lincoln issued preliminary proclamation freeing slaves

September 23
BC 480—b Euripides, Athenian tragic poet
BC 63—b Augustus Caesar, 1st Roman Emperor
1779—Naval battle between "Bonhomme Richard" and "Serapis"
1800—b Wm H McGuffey, American educator
1889—b Walter Lippmann, American columnist, political writer
1939—d Sigmund Freud, Austrian physician, neurologist

September 24
1717—b Horace Walpole, English politician, author
1755—b John Marshall, American jurist
1837—b Mark Hanna, American politician

*Indicates relevant mat'l in current issue. See items thus marked.

You Can Use

H Allen Smith, author of the current *Larks in the Popcorn*, has an ingenious way of solving the vexatious problem of inscribing books. He has a rubber stamp which he pounds on the flyleaf of a book to be given away. The printed message (the recipient's name fills the blank) reads: "To _____, the one person who has been a tower of inspiration to me. I admire you above all others. H Allen Smith."—H N OLIPHANT, *True*.

A Hollywood film star sent her visiting cards to her former husband's new bride.

"I'm sending them by air mail," she wired cattishly. "Trust they don't arrive too late to be of use to you."—*Tit-Bits*. (London) b

Life is a good deal like a game of cards in this respect: A king is an ace with the queens if he has the jack.—Reformatory Pillar.

A woman once scolded Dr Johnson* because he had put some words in his dictionary which she thought were improper. "Have you no decency?" she stormed. "Are you trying to corrupt everyone who reads your dictionary? Don't you know that such words should not even be printed, let alone explained?"

"Madame," Dr Johnson said, "you wouldn't have seen those words unless you looked them up."—HUGH SCOTT, *Sat Evening Post*.

The most expensive drapery in the world is the Iron Curtain. — Elizabethtown (Ky) News.

The new Treas of the U S, Mrs. Georgia Neese Clark, phoned Presidential sec'y Matthew Connolly to ask who was king of Israel when David slew Goliath. "I don't know," Connolly ans'd, "but I'll switch you to someone who does." He switched her to Pres Truman. The Pres ans'd "Saul" and cited chapter and verse.—*Newsweek*. d

"Billy," inq'd the Teacher, "can you tell me where the Red Sea is?"

I LAUGHED AT THIS ONE

Gen J LAWTON COLLINS

Army Chief of Staff

Going up a muddy hill at Guadacanal with my 25th division troops, a buck soldier slipped and I helped him to his feet. I was in battle dress, exactly like the GI's, except for the 2 maj-gen'l silver stars on my open shirt collar. Those stars are the same size as the gold stars Jap officers wore. The buck noticed the stars immediately.

"Silver stars, fer goshsake," said the soldier. "What kind of a Jap did you liberate them from?"

"Don't you know me?" I asked. "I'm the gen'l commanding this division."

"Well," said the soldier, giving me a long skeptical look, "all I gotta say is I hope you're right when the lieutenant sees you!"—PAUL R LEACH, *Detroit Free Press*.

"Yes," ans'd Billy. "It's on the 3rd line of my report card."—*Watchman-Examiner.*

There are times when the floods of oratory get out of control.—CAREY WILLIAMS, Publishers Syndicate.

Spinners of tall tales are to be found wherever there are human beings.

A fellow dropped in our office recently to tell of a recent trip east. Car trouble occurred in a particularly desolate part of the prairies. The engine developed a crack and all the water in the radiator leaked out. The car stalled and he deadened the battery trying to start it before he found he was out of gas. To make matters worse, there was no water for 10 mi's and the nearest filling station was 27 mi's away. It was a rough situation.

When eagerly asked, "What did

you do?" our yarnster calmly announced: "First, I prayed for rain. Along came a thunderstorm. A bolt of lightning streaked down, struck the engine hood and welded the crack in the engine. Then rain filled the radiator. There was really nothing to it."

"Aha," we asked, "and did it rain gas and fill the tank?"

Our yarnster looked insulted: "Of course not. The lightning had put such a strong charge in the battery I had only to wire the starter down and drive into town."—*Cominco Mag*, hm, Consolidated Mining and Smelting Co of Canada. Ltd.

For matrimonial messes, too many women prefer a clean sweep with a new groom.—**MARGARET KENNEDY, Mag Digest.**

"Gimme a dime for a cup of coffee?" asked the hobo of the plain-clothes man.

"Do you ever work?" asked the plains-clothes man.

"Now and then."

"What do you do?"

"This and that."

"Where?"

"Oh, here and there."

The plain-clothes man took him to the police station "When do I get out of here?" wailed the hobo.

The desk sgt growled: "Sooner or later!"—*Oval Mirror*.

The little girl was moving from Calif to Boston with her parents, and was greatly excited. The night before the departure, saying her prayers as usual, she finished off with, "God bless mommy and daddy and my little brother Tommy; and this is goodbye God—we're moving to Boston tomorrow."—*Edison Voice Writing.* h

The Bd of Directors of Superman comics met to discuss the trend in marrying off the heroes of cartoon-strips. They decided that Superman, Clark Kent, should

marry Lois Lane, the newspaper woman, and then have a baby. The directors, however, viewed with alarm the proposed strips which would show Superman pacing the corridor of the maternity wing. When the doctor tells him he's a father, and Superman asks: "Is it a boy, or a girl?" the dr shrugs: "I'll be darned if I know. It just flew past me out the window."—LEONARD LYONS, *McNaught Syndicate*. **1**

" "
 If I went to the far north (where Eskimos consider rubbing noses about the same as kissing), I guess I'd be the Clark Gable of the joint.—JIMMY DURANTE, radio broadcast.
 " "

Into Fiorello La Guardia's office strode 3 smooth-shaven, carefully shorn, well-manicured Russian purchasing agents wearing formal morning attire correct down to the last stripe in their trousers. In unison they bowed politely to the Mayor of N Y. He rose at their entrance, but was caught off balance by the splendor of his

Schoolchildren aren't alone in making examination boners. Candidates for the Canadian civil service also pull some good ones, as witness the list compiled recently by *Ottawa Evening Citizen*:

Mss: Variouslly defined as standing not for manuscript, but for "mystery stories," "missionary Sunday school," "Majesty's secret service," "mail service stopped," "my simple Susan," "Montreal student society," "my school scribbler," and "must send same."

A solvent company: "A company that is soluble."

Triennial: "Three-sided."

The plural of brief: "Briefies."
 Legible: "One who has passed an ordeal and is successful."

Notorious: "Well-known but not socially. For example, he was notorious for his poems."

Liability: "The opposite to liability is truthfulness."—Louisville Courier-Jnl. **j**

guests. He looked down sheepishly at his usual old baggy-trousered suit with the fraying cuffs. But the contrast didn't floor Fiorello. He extended his hand in welcome. "Gentlemen," he said solemnly, "I represent the proletariat!"—JAS C G CONIFF, *Victorian*. **k**

" "
 We were showing our mountain cabin to my cousin from Kans. Saving the best for the last, we showed him the breakfast room, which has windows on 3 sides, providing a mountain view from every side.

He gazed out and said: "You'd sure have a wonderful view from here, wouldn't you, if the mountains weren't in the way!"—Denver Post. **l**

" "
 There's a story making the rounds on Long Island which I give little credence to but I'll pass it along simply as a symptom of the times.

A small boy, according to this yarn, rushes into his home and says: "Mother, the Yardleys have the funniest new television set. You just hear the voices. No picture!"—JOHN CROSSY, *N Y Herald Tribune Syndicate*. **m**

" "
 Brainstorm: A torrent of superlatives blown up into a radio commercial.—Et Cetera.
 " "

When British Field-Marshal Lord Montgomery made an official visit to Vienna recently, the diplomatic corps welcomed him. Introduced to a Russian gen'l, Monty asked: "Where is my old friend Marshal Sokolovsky?"

Rather than spill such a top secret, the Russian repl'd: "With his troops."

Monty tried again: "Where is my old friend Marshal Zhukov?"

"With his troops."

Monty persisted: "Where is my old friend Marshal Chuikov?"

Getting nervous, the Russian snapped: "With his troops."

"Well," said Monty, "where are Marshal Chuikov's troops."

The cautious Russian, just before escaping behind a potted plant, cried, "With Marshal Chuikov!"—St Louis Post-Dispatch. **n**



ADVERTISING: Flexon Products Co has plastic poster easy to change or remove. Will stick firmly to any polished surface like glass, yet can be stripped off easily, leaving no mark. Poster can be used again. 229 W 34th St, N Y 1. (*Business Wk*)

" "
 COMMUNICATIONS: "Tireless talker," tiny box that records any 2-min message, can be connected with loudspeaker which will greet visitors at door when family is away. Milkman stepping on doormat might hear: "Please leave 2 qts today." (*I N S*)

" "
 DEODORANTS: New type garbage cans have built-in compartment which holds a cake of chlorophyll chemical in lid to make them smell good. (*McCall's*)

" "
 GUM: Chewing gum with plastic base will not stick to furniture or floors, retains flavor, withstands moisture and extreme temperature. (*Future*)

" "
 LANGUAGE: An Italian inventor has made a machine that can translate copy from any language into any other language. Details not yet disclosed; machine is to be entered at Paris Internat'l Fair of Inventions in Sept. (*U P*)

" "
 NEWS: *N Y Times* is considering microcard edition, showing 10 pages on single 3x5-in card, which can be read with specially designed reader. (*Financial World*)

" "
 TELEVISION: Master antenna for apt house roof automatically amplifies signals from various TV channels, pipes them to each tenant. Tenants pay landlord nominal fee for privilege of plugging into system. (*Forbes*)



Wealth of the Land

The 86 million U S acres now growing the '49 corn crop are spotted here, there and almost everywhere in all of the 48 states. An accurate map, showing all corn areas in black, would present a mosaic pattern with the greatest areas of black concentrated, of course, in the corn belt. But if all those big and little black spaces were massed together you would have a solid cornfield of 134,275 sq mi's, slightly larger than the combined states of Ill, Ind and Ohio. This cornfield would have a maximum east-west distance of 583 mi's; from north to south its longest row of corn would stretch 385 mi's. At noon on the eastern edge the men working the field would be knocking off for lunch, but those cultivating the farthest west rows at the same time would have still an hr to go for it would be only 11 a m right there . . .

If it were possible to bring all the corn, harvested as shelled grain, from our big field to a single loading platform we'd tell the railroad we wanted a train of 1,934,246 box cars, each to take 1,825 bu's, to move this corn to the farms and industrial plants where it's needed. The railroad might object, and not without reason, for a train that size would be sort of hard to handle, being 16,480 mi's long. Going at 50 mi's an hr, it would take 13 days and 18 hrs to pass you if you were waiting at a crossing for the gates to go up. You could break it up into 6 trains if you wished—5 long ones and 1 not so long. Each of the long ones would reach from N Y to San Francisco; even the shorter one, if headed west with its engine in Des Moines, would have its caboose in N Y C . . .

If we wanted to store it all we would need 17,572 grain elevators, each elevator 50 ft sq and 100 ft high. A single storage elevator in the shape of a cube, capable of holding our corn grain harvest, would have to be 1,638 ft on a side

and 1,638 ft high . . . If converted into an apt house, it would provide every man, woman and child in Ia with a room 15 ft long, 13 wide and 8 high . . .

By working with corn, by turning corn into hundreds of food and industrial products, some 12 thousand people assert their individual places in the cosmic order. Corn is their livelihood; corn builds their houses, raises and educates their children, stands as the security behind their whole way of life.

Just at the time when a hungry world direly needs any surplus we can spare, American farmers are producing the greatest wheat crops in history. The U S grows 1/5 of all the wheat that is produced by the world and ships more of it abroad than do all the other wheat-producing nations combined.

Last yr's bumper crop in the U S amounted to some 1 1/4 billion bu's, which is equal in volume to 18 dams the size of Hoover Dam or enough to hide all of N Y C under a golden blanket 2 in's deep. The crop could provide the flour to bake 72 million standard 1-lb loaves of bread.—THOS E STIMSON, JR., "Golden Harvest Feeds the World," *Popular Mechanics*, 7-'49.

Hardly a person in America is not affected, in a big or a little way. Every time you light a cigarette, read a printed page, or sign your name to a check or letter, indeed every time you put your shirt on or take it off, you are intimately concerned with one item of daily living that is touched by the American corn crop.—Corn, Corn Industries Research Foundation, 8-'49.



On an Aug morning, 57 yrs ago, the body of Andrew Jackson Borden, Fall River, Mass, banker, was found in the living room of his

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Quote

rambling old home. His head had been bashed in with a sharp weapon, "probably an axe." Later, the body of his wife, Abby, was found in an upstairs bedroom, similarly mutilated.

The finger of suspicion pointed clearly to Lisbeth Borden, the banker's daughter by an earlier marriage. A spinster of 32, she was quiet, morose, given to "queer" moods. The long-drawn-out trial was a sensation of the early '90's. Newspapers everywhere printed reams about it. Someone started a bit of doggerel that survives to our day:

"Lizzie Borden took an axe
Gave her mother 40 whacks.
When she saw what she had done,
She gave her father 41!"

The State case was weakened by the fact that no murder instrument could be found. Finally, on June 20, 1893, a jury freed Lisbeth Borden. Thereafter, for 45 yrs, she lived on in Fall River, a virtual recluse.

Last wk, carpenters remodeling the old Borden house, found a small object concealed behind a partition—a rusty, stained hatchet.

